

RE: RE: 53 Reasons to Shop DTLA

Subject: RE: RE: 53 Reasons to Shop DTLA
From: "Henna Sherzai" <HSherzai@downtownla.com>
Date: 07/06/2016 12:10 PM
To: "Carol Schatz" <cschatz@ccala.org>

Hi Carol,

I have some ideas about how we can promote Cinnia's content, including:

- Revamp the shopping page of our site to include her map and list of retailers. We could use some help here. It's one of our top 10 visited pages but needs more useful content.
 - o <https://www.downtownla.com/explore/shopping/directory>
- Stock the "53 Ways to Shop" map in our new kiosk
- Promote the new page on social media and tag Cinnia's social media handles

Please let me know if I should reach out to Cinnia directly to discuss further.

Thanks,
Henna

From: Carol Schatz
Sent: Thursday, June 30, 2016 2:27 PM
To: Cinnia Finfer <cinnia@thefinfergroup.com>
Cc: Henna Sherzai <HSherzai@downtownla.com>; Nick Griffin <NGriffin@downtownla.com>; Shawn Bratton <sbratton@ccala.org>; Lena Mulhall <lmulhall@ccala.org>
Subject: RE: 53 Reasons to Shop DTLA

Hi Cinnia,

I'm so happy to get this email as I misplaced your business card and I wanted to follow-up on our conversation at the Bisnow event. This is a great map and it really helps our marketing efforts. I'd like to have a more specific conversation with our marketing staff about this and possible other uses. Everyone's out of the office at the moment so I'd like to get back to you next week if possible.

Best,

Carol

Carol Schatz
President & CEO
Downtown Center Business Improvement District
626 Wilshire Blvd., Suite 200
Los Angeles, CA 90017
tel 213-416-7534
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e-mail: cschatz@downtownla.com

From: Cinnia Finfer [<mailto:cinnia@thefinfergroup.com>]
Sent: Friday, June 24, 2016 3:35 PM
To: Carol Schatz
Subject: 53 Reasons to Shop DTLA

Hi Carol ,

We spoke briefly and the Downtown Renaissance breakfast.

I mentioned this shopping map during our conversation. Now in its 6th edition, this map, published by Brigade LA (510 7th Street), is the most current accounting of contemporary apparel and accessory boutiques in DTLA from the Arts District to South Park. MAHER is South Park is slated to open next week.

I presented it this week at the Downtown Marketing Roundtable and wanted to be sure it was on your radar.

In addition to a hotlink on the store's website that has been optimized for mobile, we have configured a PDF that prints out on legal sized paper for easy copying by the hotels, condos and tourism board.

<https://www.brigadela.com/53-reasons-shop-dtla>

<https://app.box.com/s/nwrq0se0zp0xhtv8vr544dzpd8izwhog>

Thanks for taking a look.

Cinnia

Cinnia Finfer
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RE: RE: 53 Reasons to Shop DTLA



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53 Reasons to Shop DTLA!

AND COUNTING

Brigade LA's latest field guide to Downtown Los Angeles' freshest voices in fashion

CODE: **W** Womenswear **M** Menswear **A** Accessories **S** Shoes **J** Jewelry **V** Vintage **C** Custom **O** Other

Angelenos and tourists alike want to explore the DTLA shopping scene, but don't know how to go about it. Having made countless hand-made maps for customers, Brigade LA saw the need of creating a dedicated map for clothes shopping. For our 6th edition, we have revisited, researched and mapped the best from Arts District, Little Tokyo, Historic Core, Downtown Center, Fashion District and South Park. This range of merchandise and store environments make for a one-of-a-kind experience. While exploring these stores, you will also discover great coffee, galleries, spas, restaurants and bars, as well as beautiful historic buildings along the way. Welcome to DTLA!

1 Man's Trash

613 3rd St. (213) 661-3000

Stylish Eric Olson celebrates classic menswear with a collegiate American flavor. Prices \$40 - \$200

M A

2 12345

12345 Main St. (213) 600-1234

Thed Jewell's boutique showcases classic streetwear for forward thinking urbanites. Candles & beauty/skincare products too.

W M A O

3 Akai Ito Boutique

1100 Grand Ave. (213) 205-7997

Jeremy Frendo's & Douglas Van Luingingham's high-end separates have a dark, edgy Euro-underground feel.

W M A J

4 Alchemy Works

616 1st St. (213) 457-1457

Rean & Lindsay Parton's gallery/retail event space offers brands with a cult California aesthetic. Everything in the store is for sale, even the vintage vehicle parked inside.

W M A

5 Althouse

714 Main St. (213) 488-1274

In addition to her own vintage-inspired line of basics and leathers, Jennifer Althouse has 35 directional lines curated from around the world. Prices \$30 - \$1200.

W A

6 APOLIS Common Gallery

401 1st St. (213) 613-6048

Rean and Shea Parton's high-end menswear & accessories have classical casual American style. Prices \$30 - \$300

M A S

7 Beautiful Ful

107 1st St. (213) 614-6861

Contemporary menswear by designer Alejandro Rodriguez. Beautiful Ful features classic looks with influences from different eras. Prices \$150 - \$1,250

M A S C

8 BLENDS

721 1st Avenue St. (213) 676-0607

Tak Kato's downtown sneaker boutique showcases top names including Nike, Jordan, Adidas, Vans, Converse, Wolverine and Reebok. \$80 - \$200.

S

9 Bowls

311 E. 8th St. (213) 628-8986

Great selection of men's contemporary casual, HAIR, Shopsy, Bruton, boots & accessories & Baxter of California toiletries.

M A

10 Brigade LA

301 W. 7th St. (213) 623-0013

This sleek boutique offers a stunning selection of contemporary, high-end casual & eveningwear, eyewear, accessories, jewelry and a shoe department that is hard to resist.

W M A S

53 Reasons to Shop DTLA!

AND COUNTING

Brigade LA's field guide to Downtown Los Angeles' freshest voices in apparel and accessories.

Womenswear Menswear Accessories Shoes Jewelry Vintage

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11 Clade
600 S. Spring St., Suite #105 (717) 798-2086 [cladeclo.com](#)
Maya Heywood's menswear line explores a timeless style with an edge of eccentricity. Clade is made in small, exclusive runs, from natural and high quality materials. **M A F**

12 Daniel Patrick
1035 S. Broadway (713) 376-5500 [info.danpatrick.net](#)
Distinctly modern minimalism. The line is black, white, and neutral in luxe fabrics & detailing. New styles are added each month. Prices \$75 - \$2,500. **M A F**

13 ESP Flip The Script
1025 S. Broadway [esp.gp](#)
Japanese-owned streetwear boutique with stores in Tokyo & Osaka. House brands, Dradys, Pops, G-Shop, EMU footwear, Chrome, Dragon Spiral Denim. Prices \$120 - \$250. **M A F**

14 La French Boutique
541 Spring St., Suite #105 (714) 439-1111
Bohemian-chic clothing & footwear, luxe handmade accessories & jewelry, candles & sweet treats—all by French residents. **M A F**

15 Guerrilla Atelier
912 3rd St. (916) 365-7194 [guerrillaatelier.com](#)
Carl Louvaine's hybrid storefront gallery takes a distinctly artistic approach to merchandise & presentation. Prices \$25 - \$4,000, with most priced at \$300 - \$700. **M A S C D**

16 Harper
204 W. 10th St. (713) 622-6460 [harperstore.nyc](#)
Harper serves up street style that is fashion forward but not over the top. Black & White, leather & lace, prices \$35 - \$60. Great accessories & shoes too. **M A F**

17 Henry Duarte
715 S. Los Angeles (713) 228-1824 [henryduarte.com](#)
An unapologetic original, designer Henry Duarte is a master of construction. Leather & lace—no midly lace—but is incorporated into his unique line. Prices \$200 - \$6,000. **M A J O**

18 Hob Nob Shop
141 Japanese Village Pl. (714) 327-7207 [hobnobshop.com](#)
Womenswear that can take you from the office to the club. Includes BB Dakota, Free People, One Teaspoon, Quay eyewear. Prices \$29 - \$160. **M A J S**

19 Holy Grail
604 W. 10th (713) 766-6405 [holygrailgals.com](#)
South Park's temple of active footwear. All items offered for sale are thoroughly inspected for condition & authenticity. Commensurate with its specialty. **M**

20 House of Vintage
610 Main St. (714) 816-4414 [houseofvintage.com](#)
Fidelity Retro's House of Vintage has city and evening clothes dating back to the 1920s up to the 1990s. Vintage clothing prices as low as \$75. **M A F**

21 Hue
360 Main St. (714) 439-1111
The Arts District's newest womenswear shop stocks Kenzo, A.L.C., Titi, Pierre Hardy, Derek Lam, MSGM, Equipment, Opening Ceremony, & other luxury labels. **M A S**

22 Hype
604 W. 10th (713) 720-0515
Hype's Atlas presents PINKO's streetwear for men & women. Detailing, The Riot Club & Sweet Pants. Bags, hats, jewelry & helmet masks too. Prices \$300 - \$600. **M A S J**

23 ILF Boutique
213 W. 10th St. #118 (713) 537-6111 [newmexico.com](#)
Curated for the sophisticated, chic, fashion forward woman. **M A S J**

24 Jessica Louise
104 S. Broadway (714) 439-1860 [jessicalouise.com](#)
Bethany Johnson and Vivienne Westwood line will appreciate Jessica Louise's sense of color, pattern & detailing. Sizes XS - XXL Accessories \$10. Custom dresses up to \$340. **M A S J**

25 La Tres Luxury Lingerie
111 W. 10th St. Suite #105 (714) 228-2204 [latries.com](#)
Merchandise: Hosiery, stockings, bras & more. Items from 30A - 40H. Singles/sets of Miami Hosiery, Maison Close, Chantelle Lure, Cosabella, Private Arts & Splendid. **W O**

26 Leola Lace
301 S. 1st St. (713) 365-7194 [leolalace.com](#)
Leola Lace has great casual looks for the downtown girl. Most pieces \$30 - \$50. Fashion Jewelry starts at \$10. Contemporary handbags as well. **M A J**

27 MAHER
1115 E. 10th St. (714) 439-1860 [maher.com](#)
A modern multi-brand boutique for women looking for a curated collection of apparel, accessories & gifts. Prices \$20 - \$900. **M A J**

28 Walter Mendez
1040 S. 1st St. (713) 766-6405 [waltermendez.com](#)
Sewn on red carpets, television and stage diners, the Walter Mendez silhouettes are inspired by the latest European fabrics. Evening & cocktail dresses start at \$695. **M A S J**

29 Morethanone Vintage
144 W. 10th St. (714) 327-7207 [morethanone.com](#)
It's all there. A treasure house for men's, women's & children's clothes and a huge array of vintage items. **M A S J**

30 NO SEASON
110 W. 10th St. (916) 462-7247 [noseasonnyc.com](#)
Showcasing American & downtown brands, the browsie line of Thom & Emily Wilson offer Minerva, Somerset Linen, Keepsake & Wildfox. Prices \$80 - \$1,000. **M A**

31 Outfitters
208 W. 10th St. (714) 432-6432 [outfitters.com](#)
Edible and Andrew Moussignat's downtown center for streetwear lines including SLUSH, RWCA, The Hundreds, Obey, Pink Dolphin and Diamond Supply Co., as well as their own 100% cotton store brand, NYCMA. **M A S**

32 Pocket Square Clothing
100 W. 10th St. (713) 537-5111 [pocketsquareclothing.com](#)
Rodolfo Ramirez & Andrew Cheung's flagship store offers apparel & furnishings for the urban gentleman. **M A S**

33 Please Do Not Enter
540 10th St. (713) 255-5037 [pleasedonotenter.com](#)
Progressive men's luxury retail offering select & timeless contemporary goods. **M A**

34 PS KAUFMAN
100 W. 10th St. #118 (714) 244-1278 [pskaufman.com](#)
Paul Kaufman's twisted classics - men's, women's & even handmade footwear. Prices \$300 - \$400. The contemporary gallery/store is worth the trip. **M A**

35 QUIRK
615 S. Main St. (714) 439-1860 [quirk.com](#)
Costume Designer/Stylist Melinda Chodura has created a dream cast of vintage items from the 1940s to modern times. Kathy Kolchak's eyewear also available. **M A W A V**

36 R.W. Shoe Store
226 E. 1st St. (714) 625-6246
Walter Kim & family have been Redwing work boot purveyors in downtown for 36 years, 15 years at their current location. Prices \$240 - \$375. **M**

37 Raggedy Threads Vintage Shoppe
519 S. 1st St. #208 (714) 626-1156 [raggedythreads.com](#)
Get lost in Jaime Wong's distinct blend of vintage Americana, Victorian, Bohemian & workwear. Prices \$14 - \$300. **M A S J V**

38 Revolution Co-OP
820 S. 1st St. #118 (714) 439-0622 [cooper.com](#)
Joe Costo presents better contemporary overruns, classics, sample sales and pop-ups. **M A S**

39 Rich Honey
210 W. 10th St. (713) 766-6405 [richhoney.com](#)
Garment dyed clothing that feels as good as its looks. Men's, Women's & Kids. **M A S**

40 RIF
104 E. 1st St. (714) 617-6132 [rif.com](#)
RIF is a force in rare, sought after pre-owned sneakers. Men's, SB, Dunk, Air Force 1, Air Jordan and Air Foamposite are just a few of the items carried. **M A**

41 RIF (apocw)
104 E. 1st St. (714) 617-6132 [rifapocw.com](#)
In addition to its own RIF label, Bags, Waps, Voom, Neighbor & Supreme T-shirts, hoodies and jackets await you. Price \$100 - \$1,000. **M A S**

42 RNT 23 Jeans
540 S. Los Angeles St. (713) 766-6077 [rnt23.com](#)
Great source for contemporary menswear and jeans. Jackets run \$1150 - \$2600, Cardigans \$80 - \$185. A favorite of TV stylists. **M A S**

43 Round 2 LA / Studio 6
600 Spring St. #108 (713) 600-7026 [round2studio6.com](#)
Rocco Espinosa's Round 2 LA/Studio 6 is a tempting array of lace, velvet & leather: House of Widow, Lip Service Cout, Kill City. For men: woven shirts & drop crop pants. **M A S J**

44 Six Hundred
600 Spring St. (713) 598-1860 [sixhundred.com](#)
In addition to its own clothing, Six Hundred specializes in Independent designers, hand-selected vintage, collections from Los Angeles & around the world. Prices \$40 - \$100. **M A V**

45 Skimgraft
750 Spring St. (714) 628-2662 [skimgraft.com](#)
Jony Cola's romantic yet macabre collections of ornate outerwear and effortlessly draped separates attract art press coverage/c

—Attachments:

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